

noosh

**MILLER ZELL**  
REINVENTING RETAIL

Case Study:

# The Noosh Content Marketing Platform Helps Retail Design Firm Miller Zell Realize Significant Cost Savings



**MILLER ZELL**  
REINVENTING RETAIL

## COMPANY PROFILE

- Founded in 1964, with 400 employees in North America and Asia
- Headquartered in Atlanta, GA
- Specializes in retail design, strategy, fixtures, large format graphics, project management, installation and in-store digital media

## CHALLENGES

- Capture, track, and satisfy unique specifications from every customer

- Deliver complete, open visibility into all processes, costs and deliverables
- Manage complex sourcing of diverse deliverables from qualified subcontractors

## SOLUTION

- Noosh Content Marketing Platform
- Noosh for enterprise
- Full procurement functionality
- Collaborative project manager
- Enterprise integration with ERP, financials, and data management

**“We researched several systems and determined that Noosh was the most established in our industry with the best firepower. It’s a robust, on-demand system that is easily adaptable and customizable to fit our clients’ individual needs. We wanted to make sure we did the right thing for our clients by setting them up for success over the long term. Noosh was the best solution for that”**

**PAUL PAPANTONIS**  
**PRESIDENT**  
**MILLER ZELL, INC**

## PRODUCING OVER NINE MILLION CONTENT MARKETING PIECES PER YEAR

Miller Zell is a leading retail design firm that transforms in-store environments into customer-centric experiences. They exist to create store environments that are productive, functional and inspiring. Leveraging a collaborative, insight based approach, they offer design and execution services that enable their clients to engage customers and maximize sales. They accomplish this through a continuum of integrated disciplines that include retail & brand strategy, store design, graphic design & production, fixture design and manufacturing, program implementation, installation, supply chain management, procurement management, digital content development and in store digital signage. Currently, Miller Zell works within a broad range of industries and with retailers including financial institutions, dealer-based businesses, restaurant chains and consumer product goods companies.

Miller Zell’s clients require customized services that meet unique specifications, along with complete, open visibility into all processes, costs and deliverables. The company’s senior management knew they could best fulfill the needs of these accounts by focusing their energy on their core capabilities while sourcing other deliverables from competent, qualified subcontractors.

## DRIVING INNOVATION AND COST SAVINGS

In the latter part of 2012, Miller Zell conducted a search for a comprehensive project and procurement management technology that would give them maximum agility and complete visibility of complex supply chains, with all project data flowing through a single integrated system of record.

“It’s essential to have clarity and understanding among retailers on what they are paying for and who is actually doing their POS work,” explained Paul Papantonis, President at Miller

Zell. “That is what Miller Zell stands for – we are committed to giving full transparency to our clients, to build and maintain a high level of trust and confidence. We want our customers to be able to fully understand all of our products, our sources, and our markups.”

With complete visibility, retailers are better able to recognize the true value of the services they are receiving, and when a supplier is confident in the value they are delivering, there is no reason to be afraid of sharing that information with the client, Miller Zell believes. The company’s technology team evaluated a number of systems that brought together printers, clients and everyone in the supply chain into a single platform.





"Our ERP system had a module very similar to Noosh that enabled an online bidding system. But we found that it was locked into a 'one-size-fits-all' standard platform, and was not nearly as customizable and flexible as Noosh. In the end, we decided Noosh was the best solution for our needs and the needs of our clients, especially because Noosh has extensive experience in the marketing services industry," Papantonis revealed.

#### FULLY INTEGRATED COLLABORATION, PROJECT & PROCUREMENT MANAGEMENT

More and more design agencies and consulting organizations are realizing the importance of leveraging today's expert, open economy to deliver customized services with full transparency and visibility into process, cost and outcomes.

"The Noosh management solution helps us ensure our clients have an honest and open view of all prices, sources, delivery, timing, costs, savings - and everything else they need to know about," Papantonis said. "We still run other software for

a few of our product lines, but we're planning to move our new customers into Noosh, because we feel this is the best way for them to be successful over the long term. Noosh is a solid, proven system that our clients and subcontractors can adopt and use independently. If they got locked into a proprietary system and tried to change suppliers, that would severely limit their choices. Our ultimate goal is to do what is best for our clients."

For Miller Zell, Noosh has also proven to be the best way to close new business by differentiating themselves from the competition with a completely non-proprietary, on-demand, open system that can be easily accessed online by clients and suppliers from anywhere in the world.

#### SUPERIOR USABILITY FOR ALL STAKEHOLDERS

Among its retail clients, Miller Zell interfaces with a wide range of employees and users, from entry-level associates all the way to senior executives and analysts, who interact with Noosh

systems on a daily basis. A variety of users enter critical specs for POS printing projects. The challenge is to simplify everything as much as possible to capture all necessary information and roll out successful merchandising programs.

"Have you ever seen that big red 'Easy' button they have in Staples stores? With a project management system, everyone wants an easy button - and that's how Noosh is designed at its core," Papantonis offered. "The people at Noosh are great about listening to and understanding users' opportunities, and then engineering new ways to make their platform even more user-friendly."

Line managers at Miller Zell report that Noosh's customer support is exceptional - the technical team is very responsive, and they are known for their excellent follow up. When someone sends in a support ticket or has an issue, support reps often reply with an immediate response. Compared with other enterprise software vendors, according Papantonis, "Noosh is at the top of the class."

**"Noosh provides full visibility to our clients on price, suppliers, & timing - and the flexibility to run reports on anything and everything they need to know about."**

**PAUL PAPANTONIS,  
MILLER ZELL, INC.**



**“We looked at a lot of other systems, and after we thoroughly considered what we needed to offer our clients, we kept on coming back to Noosh for its ability to provide transparency, efficiency, and transferability.”**

**PAUL PAPANTONIS**  
**PRESIDENT**  
**MILLER ZELL, INC**

#### **RAPID RETURN ON INVESTMENT**

“When you look at the level of funds flowing through our systems from retailers to printers and other suppliers that we manage, our clients collectively are spending many millions of dollars a year on POS materials. That means when we make even small improvements in efficiency and accuracy, and reduce errors and waste, the bottom line savings can be substantial. With Noosh, we’re producing a fifteen to eighteen percent cost reduction on POS materials for some of our clients on their gross spend. At the end of a year, that adds up to a significant savings.”

The annual fees for the Noosh platform are very affordable, Papantonis reported, and for companies that have a sizable spending base, greater than 100% ROI is easily achievable. “If you implement the Noosh platform properly, and thoroughly leverage what it can do for high-level bidding and project management, it

can pay for itself within the first twelve months. In today’s dynamic business environment, where retailers demand 360-degree visibility of POS procurement, Noosh is a solution that can help vendors remain competitive and successful over the long term,” Papantonis said.

**“Noosh is a great company to work with. Very open-minded and flexible. They’re customer-focused, and willing to adjust and change with the needs of our clients.”**

**PAUL PAPANTONIS**  
**MILLER ZELL, INC**



# BENEFITS OF THE NOOSH PLATFORM TO MILLER ZELL AND ITS NATIONAL RETAIL CLIENTS

- Fully integrated project and procurement management delivers 360-degree visibility and transparency to processes and projects, improving delivery, agility, procurement efficiency and effectiveness.
- Streamlined collaboration and reporting for everyone - including Miller Zell's personnel, large national clients and numerous, widely dispersed subcontractors.
- A modest up front investment can produce a significant ROI, potentially hundreds of thousands of dollars in cost savings, in a short period of time.
- Noosh helps promote business growth in the form of new customers for Miller Zell, while substantially reducing operational costs.
- More efficient bidding & delivery management is achieved - suppliers are held to delivery dates and specifications, while being able to innovate and reduce input costs.
- A highly polished, transparent, modern, custom branded interface allows Miller Zell to retain clients and attract new customers, while expanding the services they offer.
- Cloud-based client self service, customized project intake, full visibility, and extensive custom management reporting.
- Full, open access for Miller Zell's client extended operations in North America
- Optimization and automation of all processes, elimination of inefficiencies, identification and tracking of savings and innovation.
- Support for best-in-class partnerships, vendor-agnostic management, transparency, and long-term transferability of management responsibilities.
- Scalability and full support for hundreds of online users, with the ability to increase that into the thousands, when needed.
- Some Miller Zell clients are realizing cost savings of fifteen to eighteen percent on POS expenses, and achieving up to 99 percent on-time deliveries.
- Spend tracking and sustainability compliance are enabled, making it possible to complete the sustainability cycle on all POS materials going into stores nationwide.
- Weekly reports including forecasts, approvals made, quotes pending approval, and custom status reports.
- Best-in-class partnership, and continuous collaboration among key constituents.
- Management and warehousing of over 9,000 standard print component items for major retail clients.
- The Noosh system was designed, customized and implemented for Miller Zell within a 45-day period.
- Instant insight into project workflow - who is working on what, what deadlines need to be met, and who has signed off on each phase.
- Custom compliance rules ensure that a suppliers, vendors, and freelancers meet all requirements - so that less time is spend managing resources.

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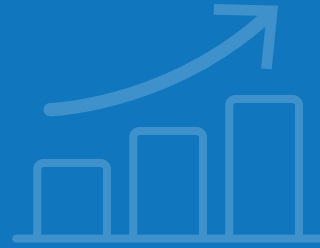
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## About Us

Noosh helps enterprises deliver on Content Marketing game plans by streamlining operations and enabling collaboration with vendors.

The company's products and Marketing Services Partners manage digital and print assets, cost structures, budgets, procurements, projects, and team interaction using an integrated cloud-based approach.

Marketers who use Noosh are able to deliver Content Marketing projects at more competitive prices, in less time, and with higher quality.

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